LANDRETHS'

PENNSYLVANIA CERTIFIED TOMATO SEED

Grown by D. Landreth Seed Co., Bristol, Pa.

A PRODUCT OF GOOD BREEDING

Shirley Mills is offering you

LANDRETHS' PENNSYLVANIA CERTIFIED TOMATO SEED
Scientifically Produced

Our Tomato Seed is Sold Only in One-quarter, One-half and One Pound Cardboard Lithographed Packages

Every Certified Package is Wrapped in Cellophane for your Protection and Sealed with the Seal of the Department of Agriculture of the State of Pennsylvania.

LANDRETHS' PENNSYLVANIA CERTIFIED TOMATO SEED

A PRODUCT OF SCIENTIFIC SELECTION

The purchaser of any seed is interested in the crop which that seed will produce when planted. *Good Seed* produces *Good Crops*, and *Good Crops* in turn make *Satisfied Customers*. Our best means of advertising are by our satisfied customers. A successful seed dealer selling to growers must have good seed since farmers have a right to expect good crops.

Good Crops can only be produced by the use of *Good Seed*. By *Good Seed* we mean:

First—Seed of high vitality, that is, quick germinating qualities and the power to make rapid and vigorous growth.

Second—Seed which will produce high yields per acre.

Third—Seed free from disease.

Fourth—Seed which will produce a crop true to type for the variety it represents.

LANDRETHS' PENNSYLVANIA CERTIFIED TOMATO SEEDS ARE GOOD SEEDS—SEEDS WHICH SUCCEED

Good Seed can only be produced by the strict adherence to the very simple rules of *Scientific Selection*. The results obtained then entirely depend upon those doing the work and the interest they take in it.

THE BEGINNING OF OUR PROJECT—1929

The beginning of any *Scientific Selection* must start with the *Plant*. The saving of perfect fruits for stock seed without consideration of the plants from which those fruits came is generally very disappointing. The crop produced from those perfect fruits may be very inferior as shown by Figure 1.

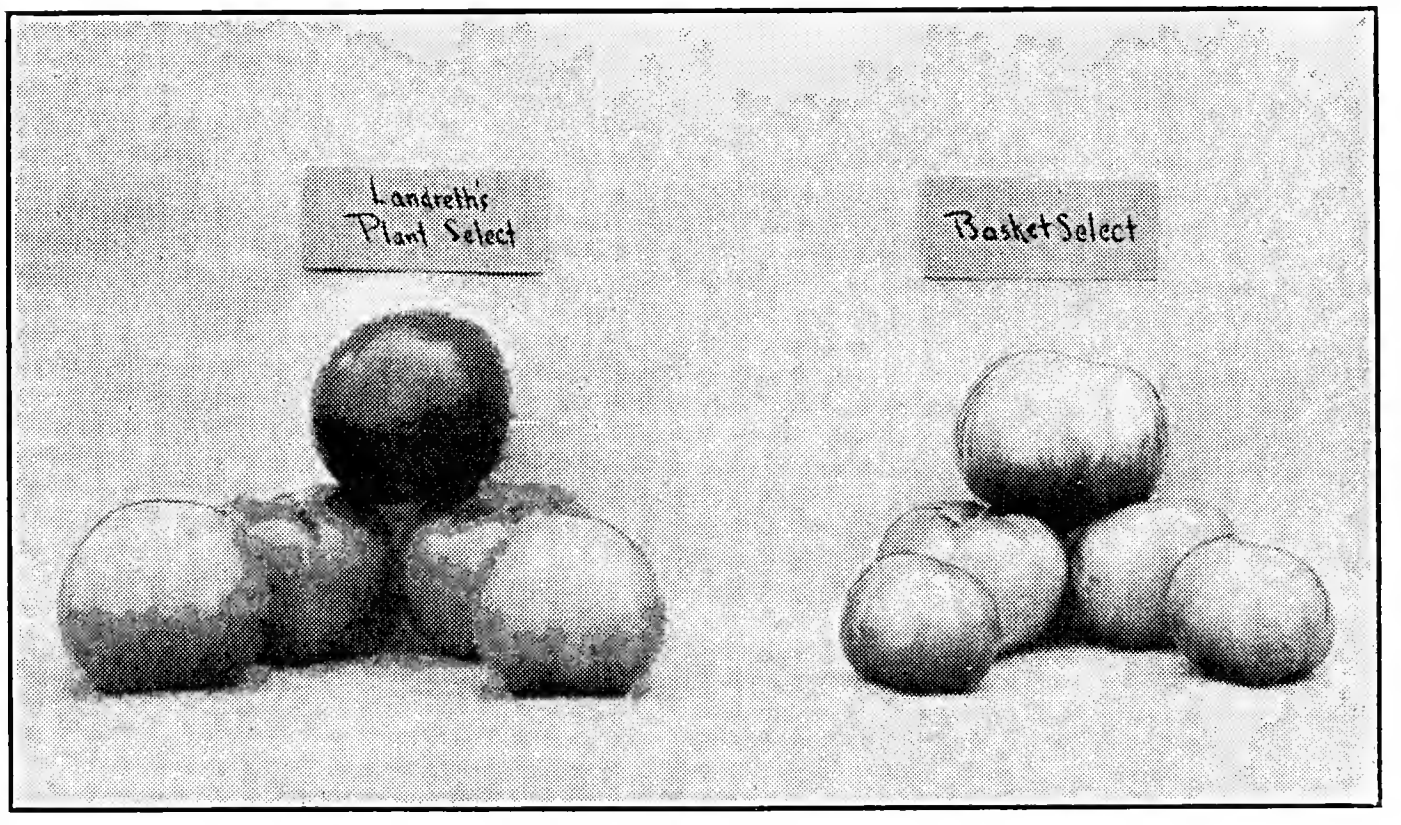

FIGURE 1—*Fruit Versus Plant Selections*—The tomatoes on the left in the picture were grown from plant select seed while those on the right were from seed taken from perfect fruits the previous year, without consideration of the plant. Notice the smaller, flatter fruits of the fruit-select strain of Marglobe on the right as compared with the plant selection on the left.

Realizing the importance of the plant as the basis for selection, all our tomato fields were carefully examined in 1929. The best plants were staked, given numbers, and the seed from each plant was saved separately.

FIGURE 2—*A Typical Select Tomato Plant*—Note the uniformity of the tomatoes, the large yield of early fruits and the healthiness of the vine. Many hundred of these were selected and given numbers in 1929.

The following year, seed from each staked plant was planted separately and a plot grown of each selection. For four years, a system for the elimination of the poorer plant selections has been followed. This consists in:

First—grading and weighing the fruits from each selection.

Second—examining each plant for detection of disease and trueness to type.

Third—examining the exterior and interior color of the ripe fruits.

Fourth—careful notations on the shape and size of the fruits.

Fifth—the internal structure of the fruits carefully examined.

Since 1930, this elimination has been going on, the careful records taken every year, and the discarding of the plant selections which do not measure up to our very high standards. It is no wonder that numerous tests at various State Agricultural Experiment Stations have shown that our Certified Tomato Seed is a superior product.

FIGURE 3—*Proving our Stocks of Marglobe and Pritchard*—Seedsmen and tomato experts from New Jersey and Pennsylvania gathered at New Jersey Agricultural Experiment Station to see the tomato trials. Our stocks showed the results of our program of careful plant selection.

FIGURE 4—*Penn State College Meeting*—Another proving grounds for our Certified Tomato Stocks. Further evidence of our progress in the selection of superior tomato strains was obtained from these tests at Penn State College. Your own State Agricultural Experiment Station no doubt has tried our Certified Tomato Seed. Ask their opinion about it.

FIGURE 5—*Weighing and Taking Notes*—The yield of every plant selection of tomato is carefully recorded. Notes are taken on interior and exterior color, size and shape of fruit, and internal structure.

FIGURE 6—*Saving Select Seed*—The seed from each of the best tomato plant selections is saved separate. The girls on the right are squeezing ripe fruits into small cheesecloth bags. Each bag is then tagged and thrown into a barrel to ferment. The next day, the seed is washed, then treated with a chemical before drying. On the left you will see some of the tagged bags. The girl on the left is emptying the dried seed into properly marked envelopes.

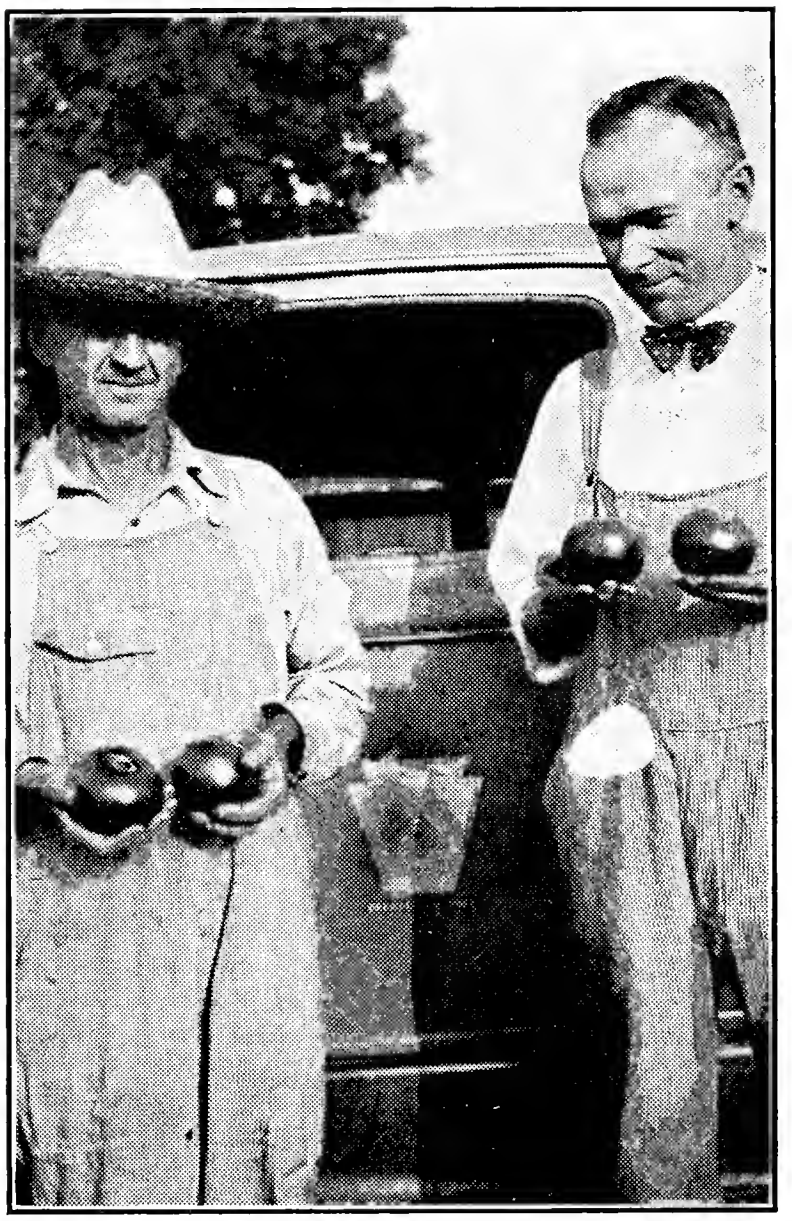

FIGURE 7—*The Finished Product*—Note the uniformity and fine shape of these certified fruits. Mr. K. W. Lauer, the State Tomato Inspector for Pennsylvania, shown on the right, is justly proud of our superior seed. All our Certified Tomato Seed is grown from only the very best, carefully selected, and proven plant selections from the previous year. There is no doubt of its superiority.

We have just completed our tomato harvests and in spite of the severe storms in August, 1933, which caused a loss of hundreds of tons of fruit, we have the finest crop of bright, plump seed which will please the most critical buyer.

LANDRETHS' PENNSYLVANIA CERTIFIED TOMATO SEED IS GOOD SEED

You can readily see that with all our careful selection and testing, one can hardly expect to get any better tomato seed than Landreths'. All we ask of you is to try it, compare it in a test with the tomato seed you are now using. We would be very pleased to add your name to our long list of satisfied customers all over the World.

GOOD SEED IS YOUR CHEAPEST CROP INSURANCE

DESCRIPTION OF CERTIFIED LANDRETHS' TOMATO

MARGLOBE

This is no doubt the best general purpose tomato on the market. Ask your own State Agricultural Experiment Station about our strains of Marglobe. Recent tests have shown them to be really superior products. We have three strains of this medium season variety to suit all customers as follows:

STRAIN A—*Heavy Foliage*—This is best suited for use on light, sandy soil or where there is not sufficient moisture during the summer months. Not recommended for rich soil nor for climate such as is found in Florida. The vines of this strain are heavier than are usually found in this variety. The fruits are medium to large in size, globular in shape, red external and internal color, and very meaty, that is what we call "solid interior." Later in maturing its fruit than the other two strains. This strain produced over 10 tons of fruit per acre in 1933.

STRAIN B—*Light Foliage*—This is no doubt the finest strain of Marglobe that can be produced. Even in the very poor tomato season of 1933, we produced over 14 tons of fruit per acre on one field, and several fields yielded over 10 tons per acre. This strain is recommended for market gardeners as well as canners who want a good yield of globular, medium-sized red fruits with plenty of rich red, meaty pulp on the inside.

STRAIN C—*The Canner*—This is the type of Marglobe wanted by some canners for tomato pulp and soup. While it is a true Marglobe, the fruits are inclined to be larger than generally wanted and therefore more flattened than the fruits of Strains A and B. One of our fields of Strain C produced over 14 tons of tomatoes per acre in 1933.

MARGLOBE (CROWN PICKED)

A number of customers have asked for something even better than our very best Marglobe. We therefore offer for the first time this year, our Crown Picked Marglobe. This seed is taken from the first fruits ripening on the plants of Marglobe Strain B. It is very superior, bright, plump seed. We have treated this seed with chemicals which gives it a distinct color. These chemicals sterilize the surface of the seed, thus killing any surface-borne diseases, and act as a protection to the seeds from adverse weather conditions. They also help in the control of damping-off of the seedlings. Since these chemicals are poison, seed treated with these materials cannot be sent by mail, but must be shipped by express or freight.

In ordering Marglobe seed, please specify what strain you wish us to send you. If no choice is given on your order, we will furnish you with seed from Marglobe Strain B, our best general purpose strain.

PRITCHARD OR SCARLET TOPPER

Our strain of this variety produced nearly 10 tons per acre in 1933, a really remarkable performance considering the terrific storm which we had late in August, when this variety was at the height of the picking season. Hundreds of tons of tomatoes were not picked due to the injury caused by this most severe storm in the history of the Landreths'.

This variety generally ripens its fruits a few days earlier than Marglobe. The plants are smaller than Marglobe, with less foliage and are self-topping in growth. Best results are obtained by planting Pritchard on good, rich soil, and by setting the plants closer in the row than is generally practiced. The fruits of Pritchard are generally slightly smaller than Marglobe and are slightly more flattened than this variety. The best features of Pritchard are its fine interior color and solidity and its ability to ripen its crop over a short period of time.

LANDRETHS' RED ROCK

For those who want a fine, solid tomato, later than Marglobe and which is very deep for a selection in the Stone Group, this new strain is just the thing. This variety is especially adapted to canning, having a fine, solid interior and an exceptionally deep red color, both external and internal. It makes very fine pulp for soup.

NORTON

Where wilt disease is present, this late tomato of the Stone Group can be used with success since it has some resistance to this disease. The fruits are solid, of good color but not quite as deep as Landreths' Red Rock.

STONE

Our new strain of Stone produces the largest fruits in the late-maturing varieties having red color, some specimens weighing nearly a pound each. The fruits are naturally flat because of their large size, but are very deep in proportion. This is a heavy yielding strain, and is highly recommended where the Stone variety is used.

BREAK O'DAY

An early maturing variety with large globular fruits. Not recommended for light nor sandy soil because the fruits do not show good red color under these conditions. Break O'Day has been very successful in some parts of the West. It may be just the variety you are looking for.

GREATER BALTIMORE

Our strain has been carefully selected for large sized fruits, and for interior solidity. This is a very popular, midseason variety in many sections. The fruits are somewhat flattened, of good color inside and outside and produce abundantly. A yield of 10 tons of fruit per acre is common with our strain. If you have been disappointed in other strains of Greater Baltimore, try our strain.

BONNY BEST

This is an old favorite early tomato maturing after Earliana. The fruits are globular when small, becoming slightly flattened as they attain large size. Our strain has been selected for heavy yield, and where Bonny Best, John Baer or Chalks Jewel are used for market or canning, we highly recommend our Certified Bonny Best as meeting the requirements of this group.

D. LANDRETH SEED CO., BRISTOL, PENNA.

Our Tomato Seed Is All Grown at Bristol Except the Small Red Varieties and the Yellow Varieties Which We Do Not Grow as We Do Not Care to Take Any Chances as to Mixtures

BUY ONLY THE BEST—LANDRETHS' SEEDS which SUCCEED

WE ALSO OFFER UNCERTIFIED SEED OF OTHER LEADING VARIETIES

Write for Prices on Our Certified and Uncertified Tomato Seed